

In the Claims

1. (currently amended) A display system for enhancing a retail environment, comprising:

- a plurality of displays placed in a retail environment;
- a plurality of sensors placed in the retail environment, the sensors configured to acquire implicit characteristics of consumers;
- a database storing content and implicit preference models; and
- means for updating the displays with the content in real-time according to the implicit characteristics of the consumers and the implicit preference models, and in which the updating is based on sensed shopping patterns of the consumers.

2. (original) The retail system of claim 1, in which components of the displays are selected from the group consisting of projectors, audio outputs, signages, controllable mannequins, models, scent generators, and combinations thereof.

3. (original) The retail system of claim 1, in which the sensors are selected from the group consisting of proximity sensors, infrared sensors, microphones, thermal sensors, cameras, touch sensors, and motion sensors.

4. (original) The retail system of claim 1, further comprising:

- determining consumer behavior in a vicinity of the displays; and
- means for updating the displays with the content in real-time according to the consumer behavior.

5. (original) The retail system of claim 1, in which the implicit consumer characteristics are selected from the group consisting of gender, height, weight, age, and race.
6. (original) The retail system of claim 1, in which the sensors acquire environmental data from the retail environment.
7. (currently amended) The retail system of claim 6 [[1]], in which the environmental data are selected from the group consisting of weather, traffic, time, date, pricing, and sales.
8. (original) The retail system of claim 1, in which the retail environment includes three-dimensional structural elements, and further comprising:
means for projecting images on the three-dimensional structural elements.
9. (original) The retail system of claim 1, in which the updating precludes an explicit identification of the consumers.
10. (canceled)
11. (original) The retail system of claim 1, in which the sensors acquire heart rates and breathing rates of the consumers.
12. (currently amended) The retail system of claim 1, further comprising:
determining trajectories of consumers in the retail environment to
obtain the shopping patterns of the consumers in the retail environment

~~in which particular sensors are embedded in the retail environment.~~

13. (currently amended) The retail system of claim 1, in which ~~the content includes audio and video signals~~ the shopping pattern of a particular consumer is quick, slow, directed, or random.

14. (original) The retail system of claim 1, in which the content is displayed according to a history of interactions between the consumers and the retail environment.

15. (original) The retail system of claim 1, in which the content includes product information.

16. (original) The retail system of claim 1, in which the content modifies an appearance of the retail environment.

17. (original) The retail system of claim 1, in which a particular display simulates theatrical lighting.

18. (original) The retail system of claim 1, in which a particular display simulates multiple video monitors with a single projector.

19. (canceled)